



Emergency Plan Newsletter

Volume 2, Issue 1, 2006



WORKING IN PARTNERSHIP

Dear Friends and Partners:



It is a pleasure to offer warm holiday greetings and best wishes for the New Year. On behalf of the people of the United States and President George W. Bush, I congratulate you for your remarkable achievements during 2005.

Through your efforts, and with the support we have been able to provide from the American people through the President's Emergency Plan for AIDS Relief, you have reached tens of thousands of South Africans with life saving prevention, care, and treatment services. These achievements are accomplished through both the public and private health care sectors, often working in tandem to strengthen long-term capacity and to assure sustainability. Your efforts address priorities identified in South Africa's HIV/AIDS Strategy and Comprehensive Plan.

Although we have achieved much, our greatest challenges lie ahead as we continue to work together to reach even more South African children, women and men with effective HIV/AIDS treatment, care, and prevention. The United States will continue to do its part, and we know you will provide even more dedication, creativity, and inspiration as we move forward together.

Thank you again for all you are doing to help your fellow South Africans and for helping us assure that the Emergency Plan fully achieves its promise. Have a safe and healthy 2006.

Donald Teitelbaum
Charge d'Affaires

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HIV Positive Family Visit White House



President Bush speaking on World AIDS Day. His guests include Thandazile Darby and her family, and Dr. Helga Holst from McCord Hospital in Durban

At a ceremony in Washington, D.C. marking World AIDS Day, President George W. Bush hailed the courage and determination of families in surmounting the devastating effects of HIV/AIDS, and underscored the U.S. commitment to supporting prevention, care, and treatment programs around the world.

Joining the President at the ceremony was a family from Durban, Thandazile, Lewis, and Emily Darby and their physician, Dr. Helga Holst. The Darby family live with HIV and receive support from the President's Emergency Plan for AIDS Relief through McCord Hospital in Durban. They are three of the more than 40,000 South Africans currently enrolled in AIDS treatment programs directly supported by Emergency Plan funds.

The Emergency Plan in South Africa, working in partnership with the South African Government and over 250 local and international partners, is striving to prevent 1.8 million new HIV infections, provide care for 2.6 million orphans, vulnerable children, and individuals needing palliative care, and provide effective AIDS treatment for 500,000 individuals over a five year period. Although the Emergency Plan is a global

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initiative, South Africa is the single largest recipient of this funding, with almost \$150 million in support for 2005.

President Bush made the following comments about the Darby family:

"Today I'm proud to welcome Thandazile Darby and her two children, Lewis and Emily. Lewis, by the way, is age 4; Emily, age 5 -- and their doctor, Dr. Helga Holst. They're from South Africa. Welcome to America.

Two years ago, she took Emily to the hospital for what she thought was the mumps -- later they found that Emily, and the rest of the family, were HIV-positive. Thandazile's late husband's relatives tried to support her treatment for as long as they could, but the cost was too high. Thanks to the Emergency Plan funds, the Darbys began to get the treatment they desperately needed. Soon these children will start school -- and now their mom dreams that someday they will attend college. Here is what Thandazile says: "The medicine used to be very expensive. I used to have to decide between taking our medicine and putting food in our bellies. It was difficult, because we needed to have food in our bellies so that we could take the pills. Now I can afford to buy food for my family and we can keep taking our medicine to stay healthy."

I want to thank you for joining us today, and I want to thank for your strong example of courage."

Commemorating World AIDS Day



On World AIDS Day, President Bush Stressed The Importance Of The Global Fight Against HIV/AIDS And Renewed America's Commitment To Turning The Tide Against The Deadly Disease.

The President discussed actions being taken at home and abroad to fight HIV/AIDS; expressed solidarity with global partners; and thanked health workers and volunteers around the world who show compassion in battling the disease on a daily basis. The President also provided updates on the Administration's efforts to combat the HIV/AIDS pandemic:

After Two Years, The President's Emergency Plan For AIDS Relief (PEPFAR) Has Supported Life-Saving Treatments For Approximately 400,000 Sub-Saharan Africans Living With HIV/AIDS. Before the President announced PEPFAR in 2003, only 50,000 of the more than four million people in sub-Saharan Africa needing immediate AIDS treatment were getting medicine.

Americans Are Proud To Stand With Our Friends And Partners In Urgent Struggle.

HIV/AIDS Is a global health crisis that has killed at least 20 mil-

lion men, women, and children worldwide. More than 40 million people are living with this disease, including more than one million Americans. As those afflicted with AIDS reach out for help, the American people are responding by supporting national and local governments; non-governmental organizations, including faith-based and community organizations; and the private sector.



Focus Countries in Africa

World AIDS Day Activities

U.S. Consulate General in Durban Awards Small Grants

On November 30, the U.S. Consulate General in Durban hosted the presentation of the U.S. Ambassador's Self-Help and HIV/AIDS Small Project Grant awards to 21 community-based



Self Help and Small Grants recipients display their certificates

organizations engaged in the battle against HIV/AIDS in KwaZulu-Natal (KZN) and parts of the Eastern Cape. American Embassy Pretoria Chargé d'Affaires Donald Teitelbaum and Durban Consul General Eugene Young presented award certificates to each community-based group that received a Special Self-Help Grant or an HIV/AIDS Small Grant in 2004 or 2005. The grants awarded at this event for the 2004 and 2005 projects total more than R1,25 million.

SANDF Activities

The South African National Defense Force (SANDF) held a full day of activities in Pretoria to combat; educate; recruit and encourage the treatment of HIV/AIDS and to promote combat readiness for all soldiers by 2010.

The day began with a 5.6 kilometer

Health Walk with the overall theme of "Know Your Status". The highlight of the day featured parachutists creating aids ribbons in red, green and yellow smoke and waving the flags of the SANDF, South African Military Health Service, the South African National flag and the flag of Project Phidisa.

The day's activities were co-sponsored by the SANDF Chaplains and featured two USG-sponsored projects: Masibambisane (HIV prevention and care) and Phidisa (AIDS research and treatment). Charge' Donald Teitelbaum and Surgeon General, Lt. Gen V.I. Ramlakan participated in these World AIDS Day activities.

Wrapped in Rain

The American musical duo of Celia Rose and Johannah Cantwell traveled with Cape Town Consular officers to Kimberley and Barkly West in the Northern Cape Province from December 1 to 4. The duo, "Wrapped in Rain," conducted song writing workshops and performances for various faith-based organizations' youth



Performing at the Apostolic Faith Church, Royleadean, Kimberley

groups and used their music to bring home the message about HIV/AIDS.

Township youth quickly warmed to the talented duo and show their own skills as they participated in creating their own songs and acting out the story contained in the music of Wrapped in Rain.

Marketing Action Team Launch

The 10 LifeLine volunteers have been working hard to spread the word about LifeLine's Voluntary Counselling and Testing (VCT) site and encouraging people to test for HIV. Toward this end, the LifeLine volunteers have discussed the benefits of VCT to people in town, in supermarkets, and at local events, passing out pamphlets at all of these locations.



Charge' Getting Tested at Lifeline in December

The numbers at the VCT site are rising, but much more needs to be done to get people into the testing room. And much more is coming, including poster campaigns, radio advertising, and presentations at schools.

HIV testing is a critical part of the comprehensive program against HIV&AIDS. No one is an exception. Everybody must know their status. Without people knowing their HIV status, we can't prevent future infections. Without people knowing their HIV status, we can't provide the care, support, and treatment now available for all HIV-positive South Africans.

The ABCs of Working with the Media



The President's Emergency Plan for AIDS Relief encourages you to publicize your organization's hard work addressing HIV/AIDS in South Africa. Many PEP-FAR partner organizations are accustomed to dealing with the media, but others are not and have asked the U.S. Embassy's Public Affairs Section for training. We are pleased to offer such assistance.

This help sheet is designed to introduce some basic media management concepts. We hope that it will assist your organization to interact effectively with the press. Some initial suggestions are outlined below:



Address media inquiries: Designate a Media Point of Contact - someone to whom the media can address questions or seek information.



Be available for media: Institute a clear policy of communication with media - who will speak on behalf of your organization and who else needs to be involved in the process?



Communicate with reporters: When contacted by the media or approached for program information, ask questions! Always know to whom you are speaking or offering information. Get the name and telephone number of the reporter and call back to verify that the person is who he/she claims and is a legitimate press member.

Establish ground rules. Before any conversation, discuss ground rules with the journalist. Is the conversation on-the-record, off-the-record, on background? If

you don't understand the terminology, discuss with the journalist until you are satisfied that all parties have a clear understanding. Contact us directly or refer journalists to the US Embassy's press section or USAID's outreach specialist for assistance.

Media Outreach Tools:

Press releases, media advisories, fact sheets, etc., are valuable tools when working with the media. Confine each document to one page whenever possible.

A **press release** is typically designed to provide new information to your target audience. New or unique project activities or a project-related event would be good reasons to issue a press release. Include basic data (who, what, when, where, why, how, etc.), particularly whom to contact for further information.

A **media advisory** is typically used to inform media outlets of a specific media-worthy event or activity. A ribbon-cutting might justify a media advisory, that should include the time and place of the event, as well as sufficient background to explain the significance of the event.

Fact Sheets are typically sent to media outlets with press releases/advisories as a means of elaborating on the project and/or organization.

In all instances, the Public Affairs Section of the U.S. Embassy is poised to assist your organization in working with the media. For sample press releases and fact sheets, please visit the Embassy website at <http://pretoria.usembassy.gov/wwwhis4b.html>.

For additional information or assistance in working with the media or planning your media event, please contact the Embassy's Information Section at 012-431-4386, or contact Information Officer Mark Schlachter directly at 084-950-0679.

Sylvia Mangola—St. Joseph's Care Center

In a country where more than six million people are infected with HIV, Sylvia Mangola was taking no chances when she learned of free testing services through a public relations campaign near her home in the Mpu-malanga Province of South Africa. She went for testing.

Although she had actively sought to know her status, she was not prepared for the result. She was HIV positive. "I was very sad, but I realized I had to go on with my life," Mangola explained.



Sylvia Mangola with her ARV Treatment

Like many who find they are HIV positive, Mangola hesitated at first to tell others who were close to her. She feared the rejection and stigmatization that is still common in many parts of the world. For nearly four years she lived with her secret, working at a grocery store a few miles from her hometown. Finally, Mangola became too sick to work. She moved back home to live with her parents, where she was no longer able to hide her illness.

"I told my mother and she just accepted it. I am her child and she would take care of me," Mangola recalled.

The times that followed were the first of many gloomy days. The disease began to affect Mangola rapidly. She grew frail and lost weight. Her skin was covered in rashes and she suffered from dehydration. Then her mother learned of the St. Joseph's Care Center, a hospice about 20 miles east of Pretoria, set up to care for HIV positive people in the community. Mangola managed to visit the center and was immediately admitted to the hospice for a month of care. She received medica-

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Sylvia Mangola—St. Joseph's Care Center

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tions to treat her many secondary infections and began to regain strength on a regimen of healthy foods—a critical component of a well-balanced care program. Her health improved almost immediately.

“The treatment was perfect for me,” Mangola recalled. “It helped a lot.”

She was discharged four weeks later from the center. But, like many who suffer from HIV, the reprieve from chronic illness was short lived. Several months later, in June 2004, Mangola became ill. She returned to St. Joseph's and learned that antiretroviral treatment was available. Her body was weakening almost daily when she began taking the drugs that same month.

Although Mangola experienced some side-effects, including headaches and hallucinations, her frail body adjusted rapidly to the powerful medications. Today, Mangola has gained back much of the weight she lost during her long illness. She is as

strong as she was in the years before she became infected. When asked where she thought she would be were it not for the medications, Mangola's response is unflinching: “The way I was then, I would probably be dead right now.”

Though her life is back on track since she began taking the ARV therapy, Mangola is troubled by a new fear – that the drugs on which she now depends may one day no longer be available. “I worry a lot that if the medication is no longer provided, I am going to die,” Mangola said. “And I am very much afraid of that.”

CRS - Catholic Relief Services

Catholic Relief Services (CRS), together with funding from the Southern African Catholic Bishops' Conference and the President's Emergency Fund for AIDS Relief (PEPFAR), provide life-sustaining antiretroviral medications to South Africans.

Catholic Relief Services was founded in 1943 by the Catholic Bishops of the United States. The CRS mission is to assist the poor and disadvantaged, leveraging the teachings of the Gospel of Jesus Christ to alleviate human suffering, promote development of all people and to foster charity and justice throughout the world.

Working through local offices and an extensive network of partners, CRS operates on 5 continents and in over 90 countries. CRS aids the poor by first providing direct assistance where needed, then encouraging these people to help with their own development. Together, this fosters secure, productive, just communities that enable people to realize their potential.

As the official international relief and development agency of the US Catholic community, CRS is also committed to educating the people of the United States to fulfill their moral responsibilities toward global brothers and sisters by helping the poor, working to remove the causes of poverty, and promoting social justice.

www.crs.org

Notice Board



Update: Enhancing Quality of Care Meeting 14-16 February 2006 Kopanong Hotel and Conference Centre Benoni, Johannesburg

Partners working in the relevant technical areas will soon receive invitations and registration information for a meeting scheduled for February 14-16, 2006, to be held at the Kopanong Hotel and Conference Centre. The theme for the meeting is **ENHANCING QUALITY OF CARE**, with a sub-theme of integration of services.

This meeting is a continuation of the regular thematic meetings held for the benefit of partners funded by the President's Emergency Plan for AIDS Relief (PEPFAR). Previous meetings have been attended by Department of Health officials (national and provincial), and we envision that this will be an excellent forum to share ideas and information both between partners and with South African Government officials.

In the past these thematic meetings have focused on a single technical area (e.g. the treatment meeting of May 2005, and the Prevention meeting of August 2005), but this Quality of Care meeting will cover key issues in five thematic areas:

- Palliative care
- Counseling and testing
- PMTCT
- Treatment
- TB-HIV

There will also be a significant focus on the integration of services, and topical discussions of cross-cutting issues.

Thanks to all who provided suggestions for topics; these are being integrated into the agenda that will be forthcoming shortly along with the invitations and registration information.

Notice Board

Public Affairs Section

The Public Affairs Section of the U.S. Embassy is pleased to announce a renewed program of Media and Success Story training for Emergency Plan partners. These one-day training activities will be offered throughout the year in several provinces, and will focus on media interaction skills, drafting of press materials, and developing of succinct and consistent Success Stories. If your organization would benefit from such training, please send an expression of interest to Information Officer Mark Schlachter (schlachtmm@state.gov).

USG M&E Capacity Building Workshop

The next USG Monitoring and Evaluation (M&E) Capacity Building Workshop will be held April 3-6, 2006 in Gauteng.

The goal of the workshops is to strengthen the capacity of Emergency Plan implementing partners to monitor and evaluate their programs. Sessions during the week-long training include an introduction to basic M&E, M&E framework development, indicator development, data quality, and data use. By the end of the training, participants will have worked through an M&E work plan to be implemented in their organizations.

The workshop is open to any Emergency Plan prime or sub partner. A formal invitation will be distributed shortly.



Institute materials

Soul City Institute produces good quality Information, Education and Communication materials on a range of health and development topics, the majority of which are on HIV and AIDS. These materials consist of easy to read educational booklets in most Soul African languages, and an educational package set. The package includes a set of 6 posters, 2 comic readers, 4 workbooks, a video and a user guide.

The topics covered include prevention, care and support, and treatment. These materials are available free of charge from the Soul City Distribution Centre. Contact Victor Ngobeni at 0860115000 or fax a request to (011) 622 7169, or order through the website at www.soulcity.org.za

South Africa Emergency Plan Calendar

January, 2006

- January 19 John Stover "Costing Workshop"

February, 2006

- February 14-16 Partners Technical Meeting (ARV Treatment, TB, CT, PMTCT, Palliative Care)
- February 14-21 Visit by Mark Dybul, Deputy U.S. Global AIDS Coordinator
- February 18-25 Visit by Delegation of Staff from the U.S. Congress

March, 2006

- TBD Distribution of Semi-Annual Report Instructions from OGAC

April, 2006

- April 3-6 M&E Training—Media Training Program
- TBD OVC Partner Technical Meeting
- TBD Semi-Annual Report Instructions Distributed to Partners
- TBD Semi-Annual Report Information Due from Partners

May, 2006

- TBD Prevention Partner Technical Meeting

June, 2006

- TBD Annual Meeting for South Africa PEPFAR Partners
- June 11-15 Annual Meeting for the President's Emergency Plan for AIDS Relief, Durban South Africa

July, 2006

- TBD COP Instructions and Funding Levels Distributed to Partners

August, 2006

- TBD COP Templates Due from Partners

September, 2006

- September 29 FY07 COP due to Office of the Global AIDS Coordinator